

The Lure of Travel



Is it your ambition to travel? Why not save the requisite funds for a trip out of your earnings? Open a Savings Account and make pay day your banking day.

When you travel on one of our Steamers' Cheques

UNION BANK OF CANADA
 Cluny Branch - W. M. Somerville, Manager

The Mattress



on which you sleep should be soft and comfortable yet have that quality of resilience and elasticity which helps to keep it in shape. **MATRESS** we offer are most carefully made of the best materials and sure to give you years of satisfactory service. Ask more about

Gleichen Furnishings Co.
 PHONE 127

Revelstoke Sawmill Co., Ltd.

When a staple commodity is selling at less than the cost of production it is a safe time to buy.

Lumber today is selling at less than cost.

Let us give you a price on your requirements.

J. E. McCORMICK - Gleichen. Phone 69

If You Want to buy a farm
 If You Want to sell a farm
 If You Want insurance of any kind
 See the old Established Firm

Henderson & Mallory

'Personal Attention' 'Absolute Security'
 Gleichen, Alberta



Insurance

IN ALL ITS BRANCHES

FOR A REAL Farm
 FOR A REAL Deal
 WITH A REAL Company
 AND FOR REAL RESULTS
 CONSULT THE
GLEICHEN REALTY CO.
 D. H. RAMSBOTTOM, Mgr.
 POST OFFICE BLOCK, Phone 66, GLEICHEN
 Motto: "SERVICE"

THE GLEICHEN CALL

W. PARK STANS, PROPRIETOR
 Member of the Canadian Weekly Newspapers' Association, Canadian Press Association.
 Published Every Thursday in The Heart of a Wonderfully Rich Farm and Ranching District.
 SUBSCRIPTION, \$2.50 Per Year. Foreign Countries \$2.50
 ADVERTISING RATES—Display \$6. per column inch first insertion and 25c. for each subsequent insertion. Local accepted only with display ads at 10c. per line.
 Exchange Must be added to Checks
 WEDNESDAY, APRIL 20, 1921

Many members of the Gleichen Board of Trade are in a quandary what to do with the Rest Room. True, last month the register shows about forty-five ladies made use of the rooms, and it is said quite a number of others visited them but neglected to register. The cost of fitting up the rooms amounted to about \$300 and the up-keep is about \$20.00 a month or \$240.00 a year. The dance last Friday to raise funds for the up-keep was a most enjoyable affair, but was attended by only about half a dozen of those who might make use of the rooms. Some Board members, who do not dance or use the rooms have paid as high as \$15.00 to help in this matter. They now question whether or not their efforts are appreciated as few take the trouble to express themselves. No doubt this subject will be most thoroughly discussed at the next meeting of the Board.

One of our budding spring poets writes us asking, "What kind of poetry does the Call want anyway?" The Call is not in need of any brand of poetry, but if our friend has a really bad attack and must do something we would suggest he try something serious like this:

Little grains of powder,
 Little dabs of paint;
 Make a girl of forty,
 Look like what she ain't.

Better still see a doctor and regularly help me wash the dishes, also bring in the coal

Under the heading "What is Gleichen's Greatest Need?" we intend to run on our first page a paragraph for the next few weeks written by men and women of this town and district. Rev. Mr. Matheson is the first to contribute to this and his views appear in this issue. We invited others to follow and each will be published in turn as they arrive at this office. In this way we hope much good will result for both our town and district. Think the question over on broad principles and then put your pen to work.

The Alberta Division of the Canadian Red Cross Society is undertaking a campaign for the enrollment of members early in June and last week a gentleman was in Gleichen to endeavor to re-organize the local branch, which it is expected will shortly be effected. The main object is, we understand, to be ready in future to help in case of epidemics in any part of Alberta, which is certainly a most worthy matter for consideration.

Doing one thing—"My Daughter, my Daughter!"
 Woodruff Place, 571 E. Drive. Room and board; modern, home privileges; gentleman preferred. Daughter wishes congenial room-mate.

The above advertisement is the result of trying to do two things at once. The result of trying to do too many things in one advertisement is not often funny—but it is generally unsatisfactory.

Private Post, who has travelled all over Canada and the United States, speaking at the Board of Trade a week ago said he considered Gleichen had the finest soldiers monument he had seen and paid some very nice compliments to those who erected it. Coming from a man of Private Post's calibre and opportunities unsolicited this compliment is greatly appreciated.

At the annual meeting of the As association of National Advertisers a few weeks ago the results of a questionnaire showed that for 1921

65 per cent will spend more,
 20 per cent will spend the same,
 15 per cent will spend less

for advertising than during last year. Ponder over this.

Hon. Duncan Marshall is quoted as saying seed oats will be 50 cents per bushel delivered at the station. At the time of speaking he said the Department of Agriculture had not bought any for districts outside the organized municipalities, but he expected they would have to pay about 50 cents

Say you read it in The Call—advertisers like to hear you say it—it cheers them up and they will offer you more and bigger bargains.

Do not put your wishbone where your back-bone ought to be.—E. J. Mahar.

ADVERTISING

A Modern Necessity

ADVERTISING is today one of the greatest forces at work in our everyday life. Governments appeal to announce new policies, to raise money and armies, and to mould public opinion. It enables you to judge values, to pay for better advantage. It influences you in what you wear, eat, buy and do.

THE CALGARY HERALD is Alberta's largest and best known advertising medium. It carries all important announcements—changes in railroad schedules, legal notices, the big city store's bargains, the special sales, theatrical announcements and sporting events, births and deaths, a directory of Alberta's professional firms, auction sales, new legislation. Read word of the new fashions and you will find them all in Alberta's greatest daily.

THE HERALD Classified Advertising pages represent the greatest market place in the west. Here men buyers and sellers meet daily than through any other medium. It here that thousands turn with their want, something—and they save time and money.

IN addition to giving you a bigger, better paper and more and better news, the Herald carries all the advertising that is worth while.

YOU SHOULD READ

The Calgary Daily Herald

ALBERTA'S GREATEST NEWSPAPER
 Order from your Local Agent or direct from the Publishers at Calgary.
 By mail, \$5 per year, payable in advance.

YOUR NEWSPAPER
 THE CHEAPEST COMMODITY
 YOU BUY TO DAY

Geo. Matthews

EXTRA Grocery List

Business is good here. We give the service and our prices cannot be beaten for the same quality. We have no lead debts.

OUR ONLY TERMS:
 Cash or Weekly 30 Days

Just Received

New White Flax 5 lbs. for \$1.10
 New Choice Potatoes.....35c
 New Kvap. Apples, 3 lbs.....70c

Reduced Goods

Pure Jam.....24c
 Mixed Jam.....24c
 Gal. Sweet Pickles.....75c
 Gal. sour Pickles.....75c
 Rolled Oats.....30c

Odd Lines

Mixed Vegetables.....25c
 Small Beans.....30c
 Sardines in oil.....20c
 Sweet Pickles.....75c
 Angel Wing Onions.....40c
 Sweet Mustard Pickles.....65c
 Ladyfinger Cheese.....55c
 Royal Crown Cider.....10c
 Pearl Hominy.....20c
 Corned Beef.....30c

Saturday

Lettuce, Tomatoes, Parsnips, Carrots, Cabbage, Grape Fruit

Joseph O'Keefe

BARRISTER,
 SOLICITOR,
 NOTARY.
 Also solicitor of the Supreme Court Ireland and King's Bench Manitoba.

Fire and Marine Insurance

Telephone No. 19
 Office Rooms 5 and 6,
 The Royal Bank of Canada Building
 GLEICHEN, ALTA.

24 Points of Superiority

1. Built complete in Advance—Rumely tractor.
2. Guaranteed because burning under all conditions.
3. Oil cooling—keeps even motor temperature.
4. Low speed—heavy duty—two cylinder because most designed to burn kerosene.
5. Twin cylinders give steady pull on heavy loads.
6. Valves in head insure greatest fuel economy.
7. Unbreakable crankshaft built to U.S. Naval specifications.
8. Overload capacity is 25% more than its rating.
9. Solid frame, hot riveted steel construction. No break-a-pieces.
10. Cut gear transmission, oil hardened, enclosed, and running in oil.
11. Pulley properly placed, driven directly on crankshaft, no intermediate gears.
12. Governor controls speed of motor automatically to meet varying loads.
13. Shifting chain sale with plenty of belt clearance.
14. Large wheels give plenty of traction, easy to steer.
15. Adjustable drawbar fits all implements.
16. Proper weight distribution.
17. Light roller bearings.
18. Bosch magnets.
19. Lubrication by force feed and splash systems with Madison-Kipp lubricator.
20. Mooney platform.
21. Key to operate—no complicated mechanism.
22. All parts easily accessible.
23. Proving his life.
24. Dependable service no further away than your telephone.

A. R. TUDHOPE,
 Gleichen, - - Alta.

Advertising is the guide to what's good to buy.

FOR SALE

Six Registered Hereford Bulls
 Coming two and three year old. I took First Premiums at Calgary Bull Sale the past two years with bulls of the same breeding.

Also Clydesdale Stallion
 "BARON CLIFTON" 21724, four years old in April. Was Fifth at Calgary last spring in very strong competition.

W. H. GOODWIN, - - Gleichen, Alta

The Busy Store

New Arrivals

NEW VOILS

A splendid range of Patterns
Priced \$1 to \$2.25 Yd.

The Latest Duvtyn College Tam

Made from the famous Suede like cloth in all the latest shades. \$3.25 each

A good quality Dress Pant, pair	\$6.00
Work pants, pair	\$4.50 to 6.00
Work Shirts, each	2.00 to 2.50
Work Glove, pair	75 to 3.50

We have just unpacked our
Men's Spring Hats and Caps.

Webster Bros.

MOTTO: "Your Money's Worth or Your Money Back"

Prepare Ye!
Gleichen Day of Sports
Tuesday, May 24, 1921

NEW SPRING GOODS

We have just received our New Spring Stock of

Voils,
Crepes,
Ginghams,

English and Canadian Prints,
House Dresses,
Bungalow Aprons, Etc.

FOR CHILDREN

Rompers, Creepers, Play Suits, Dresses

GROCERY STOCK

Fresh Lines Arriving Daily
New lettuce, Tomatoes, Rhubarb, Green Onions

Sole Agents for

Purity Flour

Purity Rolled Oats

Purity Food

THE GLEICHEN MERCANTILE CO.

PHONE 28.

GLEICHEN

LOCAL AND GENERAL

Ideal seedling weather.

The Pioneer Market quotes prices this week.

When in doubt get it from The Call you read it.

Gleichen's census should have been taken before George left town.

Some excellent reading is found on Page 4 in the Calgary Herald ad.

W. H. James has been quite ill for a week past, but recovering nicely.

Don't forget the shot drives in the local Club Rooms here every Monday evening.

Stabback & Brown are now agents for the Ontario Steam Laundry at Calgary. Read their ad.

Geo. Matthews says advertising in The Call pays when he changes it regularly. As him.

The Ladies Circle of the Union Church arranged they will hold a sale of work on Saturday, April 30.

Harry Steel left yesterday for Vancouver and his many friends hope the change will give medicinal to him after his long vigilance.

As our subscription list continues to grow every week the only way to be sure of a copy of The Call is to be a paid-in-advance subscriber.

Geo. Matthews will leave his Ladies Paradise Department open all next Saturday, with Miss Cole of Medicine Hat in charge.

Once more we must warn advertiser changes for ads must reach this office not later than Monday noon. We expect do all our work in one day a week.

A. R. Tudhope is giving some interesting facts concerning Oil Pull tractors in this paper. He has a lot of information and you should follow his advice each week.

The Gleichen District Agricultural Association has decided to hold a day of sports at the Fair grounds on May 24th and a committee is now busy drafting a program.

The Union Church Ladies Circle at 3 o'clock on Saturday afternoon, April 30th, will hold a sale of home-made cooking and fancy work in the (W.V.A.) Hall. Afternoon tea will be served. Everyone come.

Geo. F. Taylor and entire family leave today to make their home at Pincher Creek. They will be greatly missed and Pioneer's population increases by—we lost count. Will it now be necessary to build the new school?

Manager Donnemorth has been giving some excellent motion pictures in the Opera House, which is recognized by good attendance at each performance. The orchestra lends greatly to the enjoyment of all the entertainments.

LADIES—Miss Cole of Medicine Hat will be at Geo. Matthews' store all day Monday and will have a full display of millinery. The very latest designs and prices will be shown. Come to see the display whether you intend to buy or not.

There is a busy market place in Alberta used by 100,000 people, and through the medium of the big exchange more trading, buying and selling, etc. is done every day than by any other means. Where is it? In the classified section of The Calgary Herald, Alberta's greatest newspaper, and the fourth largest classified medium in the Dominion. People who keep in touch with this great market save time and money. If you are not already a subscriber, send your order today to:

R. BARNSTON, Gleichen.
A. R. TYTUS, Gleichen.
J. W. MINTON, Nampa.
E. R. BANATYNE, Cluny.
E. G. WALKER, Inland.

Opera House

Sat., April 23

The Final Episode

Dare-Devil Jack

Who got the Lake of Ouf?
What became of Jack?
What happened to Billings?
DO NOT MISS THIS ONE
Pa the Feature

"Man and His Woman"

COMING
"Under Crimson Skies"
Featuring Elmo Lincoln
Next Saturday

Tuesday, Apr. 19

Your Favorite Star

Olive Thomas
"Everybody's Sweetheart"



COMING
"The Devils Pass Key"
The picture you cannot afford to miss. Next Tuesday.
POPULAR PRICES

Men's & Young Men's Suits

Our spring shipment of ready-made suits has arrived at last.



Our new spring shipment of Ready-Made suits has arrived at last.

75 SUITS TO CHOOSE FROM

Boys and Youths Suits

Our patrons who have been waiting will be pleased to know that our new shipment of boys and youths suits have arrived. These suits are made up of beautiful cloths in Norfolk and tailored styles, and are all marked at the very lowest prices and ready to please. Sizes from 26 to 38.

Mothers are invited to inspect our boys department. We do not press you to buy.

Stabback & Brown
Agents for 20th Century Custom Tailoring

GLEICHEN MEAT MARKET

We have a nice selection of
beef, pork, mutton, and veal
on hand. Drop in see for
yourself.

See Our Window

D. BURNES, Proprietor

GEO. W. EVANS
Undertaking and Embalming

ARROWOOD NEWS

Artificial wreaths always on hand. Weather extremes will not effect these flowers in any way.

Friday evening, April 22nd, the East Arrowood Literary Society will give a musical entertainment and the social at the Methodist school house. The ladies are already making their boxes and preparing good things to put in them to eat. The money obtained from the sale of the boxes will be given to the Athletic Association of the school, of which they are in need.

Gleichen, - Alta



Van Brunt Drills Give Biggest Yield

Patented adjustable gate force feed, non-choking, non-clogging furrow openers, non-sagging feed box, direct drive, tilting lever, guaranteed disc bearings.

Every standard size and style
Let us show you the Bissell Disc Harrows and the new Bissell Packer and Mower

JOHN DEERE LOW CO.

Harold Dunn

Phone 53

Agent

Gleichen